



How Representation During a College Visit can Influence a Student of Color's Decision to Attend a Predominately White Institution

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Methods

- Participants: domestic undergraduate students of color at University of Dayton.
- Electronic survey with 9 questions.
- Link sent via email or slip with survey link and QR Code.
- Method used to collect as many responses as possible from target population.

Discussion

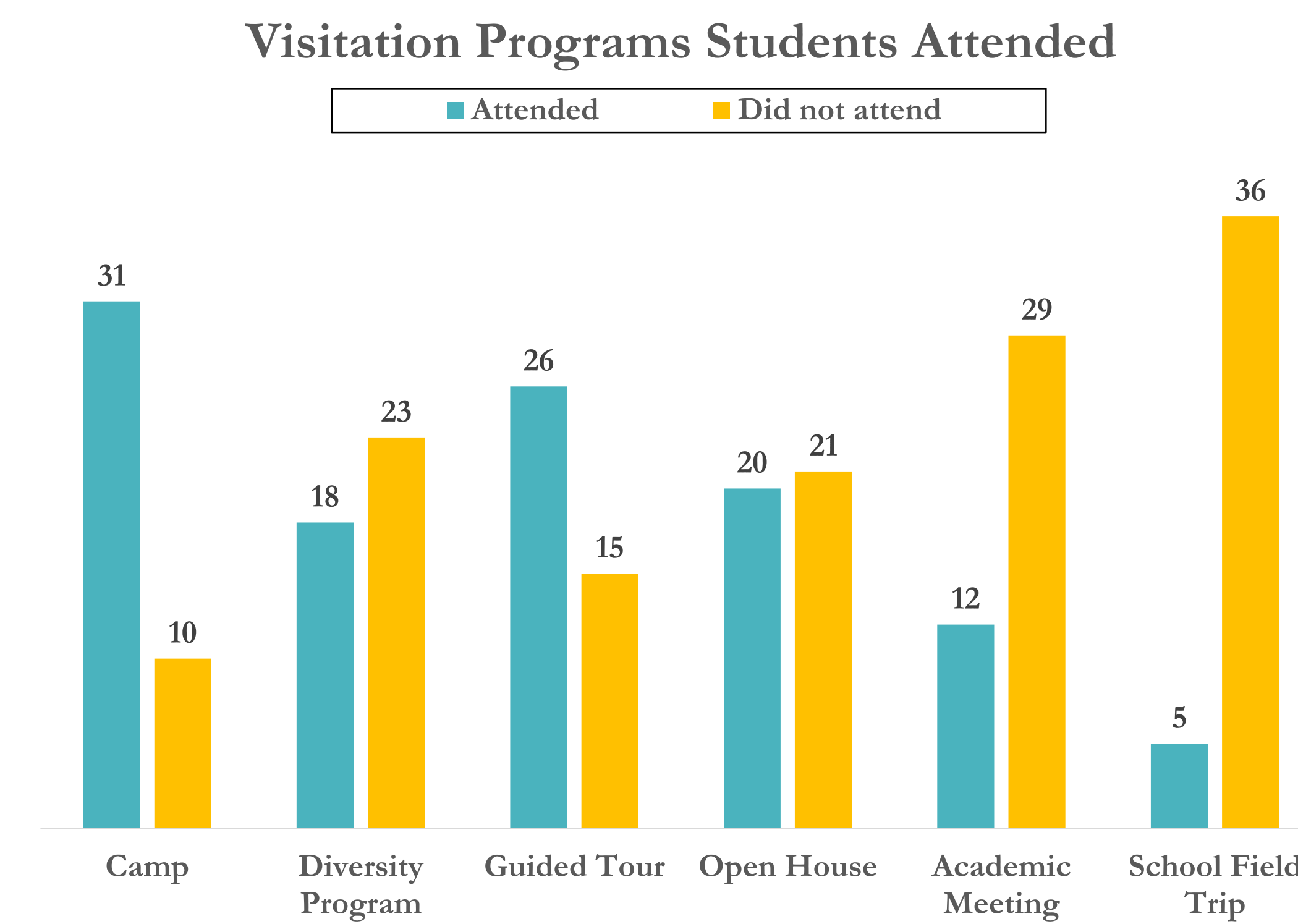
While many factors contribute to students college choice, this study asked participants (n=41) to reflect on how their experiences during their campus visit influenced students decision in college. Students may have participated in more that one type of visitation program. Many participants reported they saw a few students of color on their visit. However, many (n=33) believed in the value of seeing other students of color on campus during their visits. There was no statistically significant correlation shown between the number of students of color present during visits and their decision to attend UD. However, there was a positive relationship between the seeing students of color at diversity programs and how this influenced their interest in UD, $r = .302$, $p = \leq .055$. In comparison, students that reported they visited during a school field trip, showed a negative relationship between seeing students of color and their decision to attend based on this, $r = -.055$, $p = \leq .735$. They may be due to the limited amount of students of color present.

Introduction

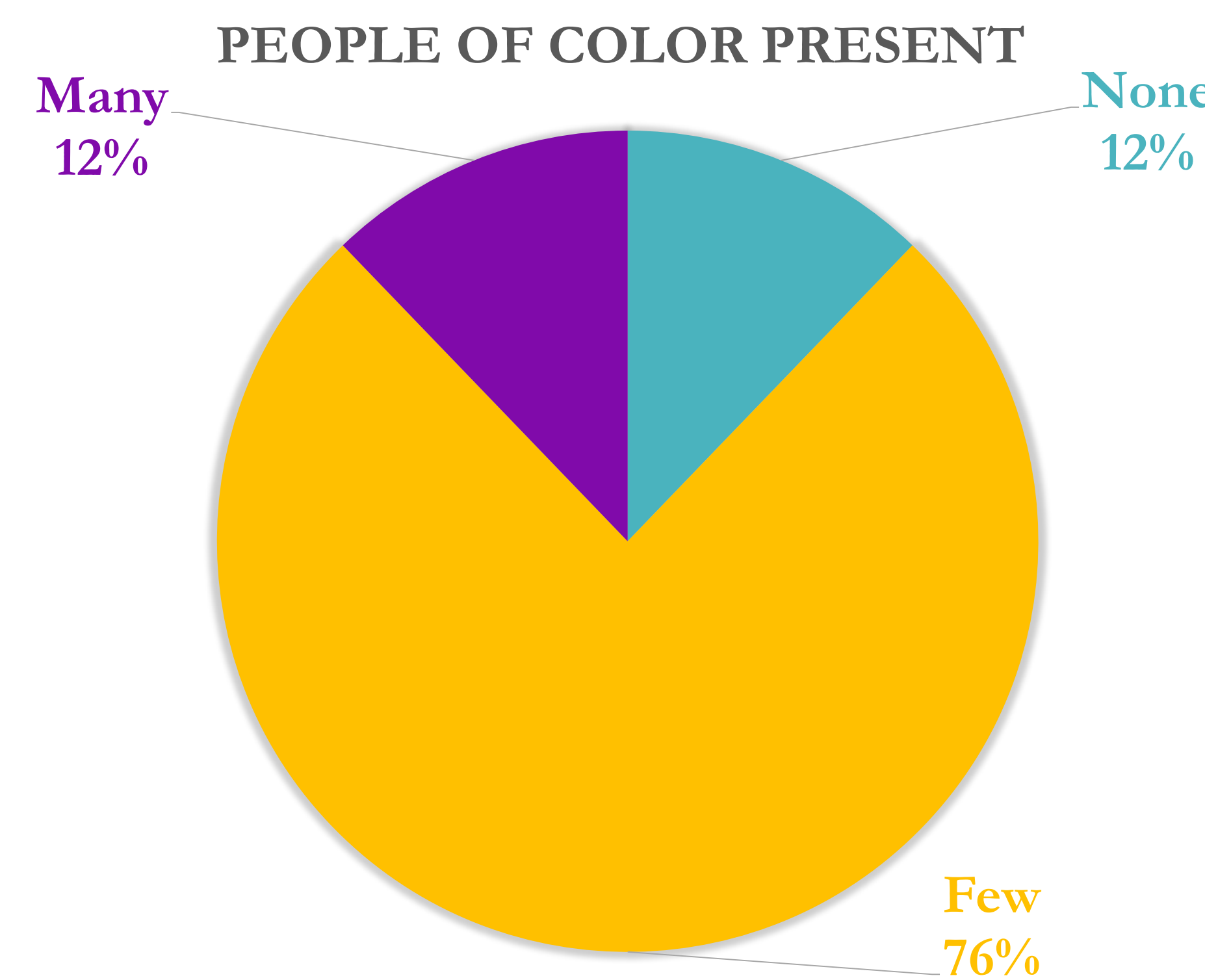
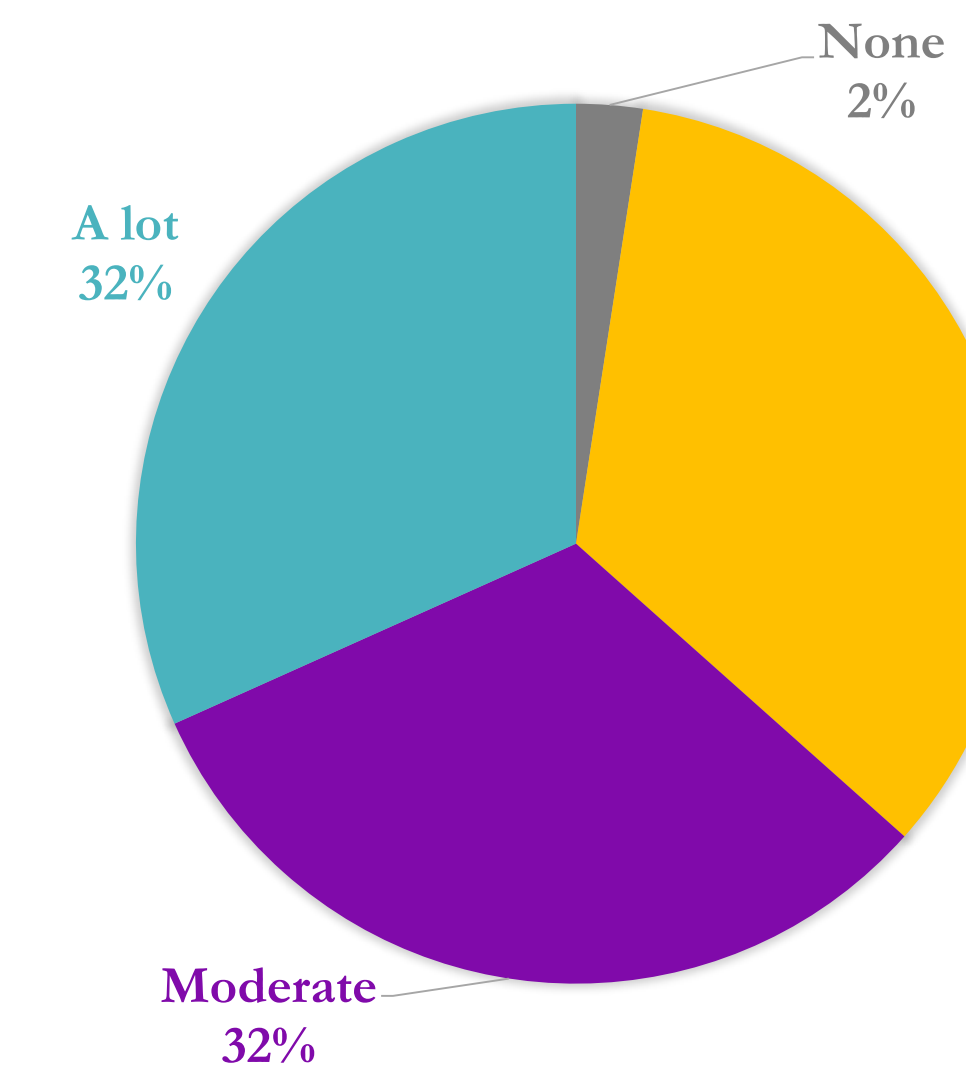
This study looks into the topics of college choice, racial and ethnic representation, and college recruitment strategies. The college choice process spans through the entire process of considering going to college through a student making the final decision to attend school (Hossler & Gallagher, 1987). Racial and ethnic representation matters because it can contribute to the positive persistence rates, provide a support system, and help create a sense of belonging for students of color, especially at a predominately white institution (Cuyjet, 1997). Lastly, the recruitment strategies universities use to bring in students of color can be beneficial to diversifying campus and bring in other voices (Jordaan & Wiese, 2010). However, studies show that exaggerated marketing to students of color and be harmful to the student once they get on campus (Vecchio, 2017) . This study combines the frameworks of college choice with the students' needs of positive representation and an environment where they feel they belong.

Research Questions

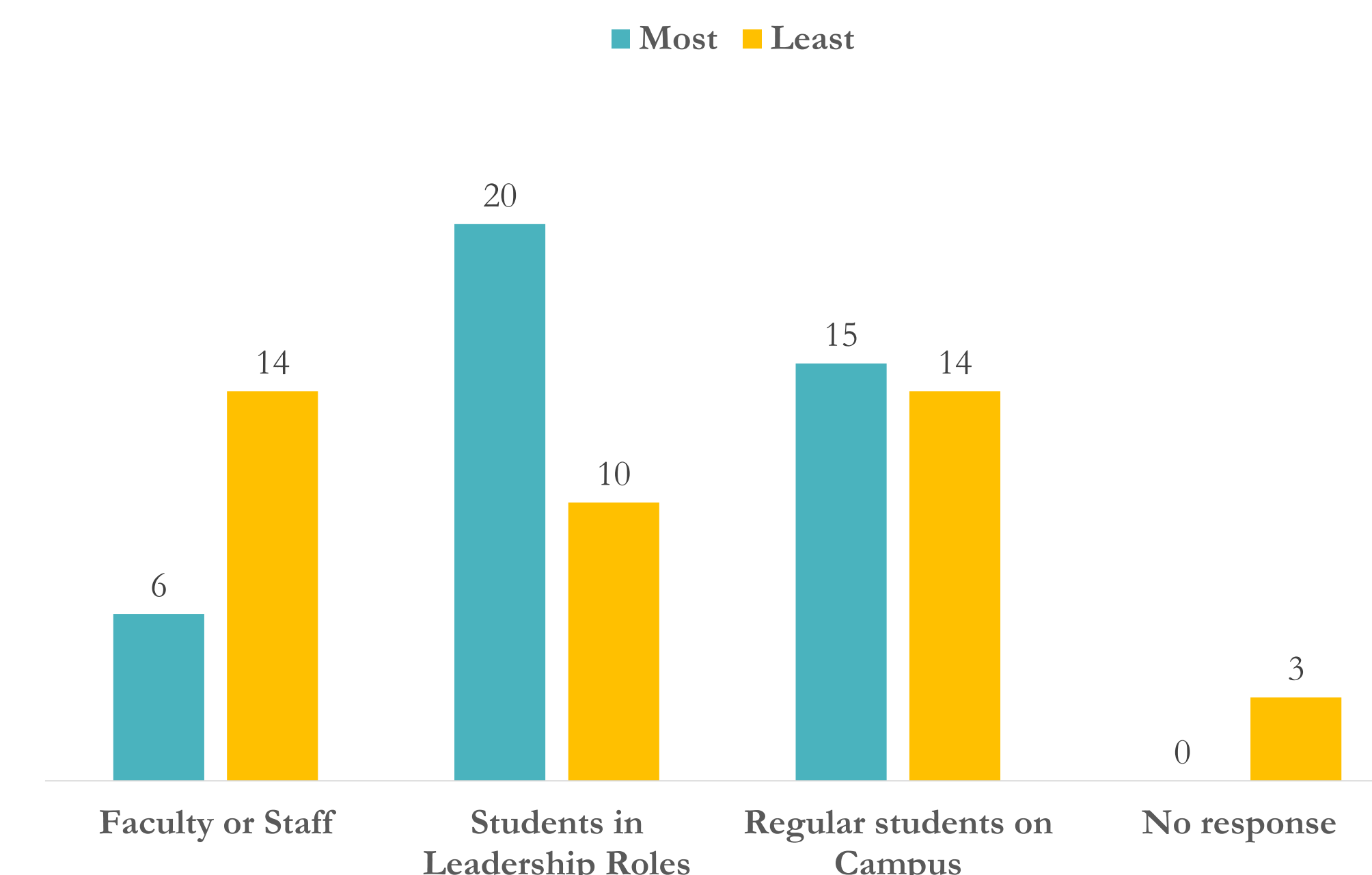
- How does racial minority representation on a predominantly white campus influence a student of color's decision to apply to and attend the school?
- What types of visitation programs did students attend?
- What influence does seeing students of different racial minority groups have on a student as seeing other students from their same ethnic group?
- What roles on campus would be the most influential for students to see racial diversity?



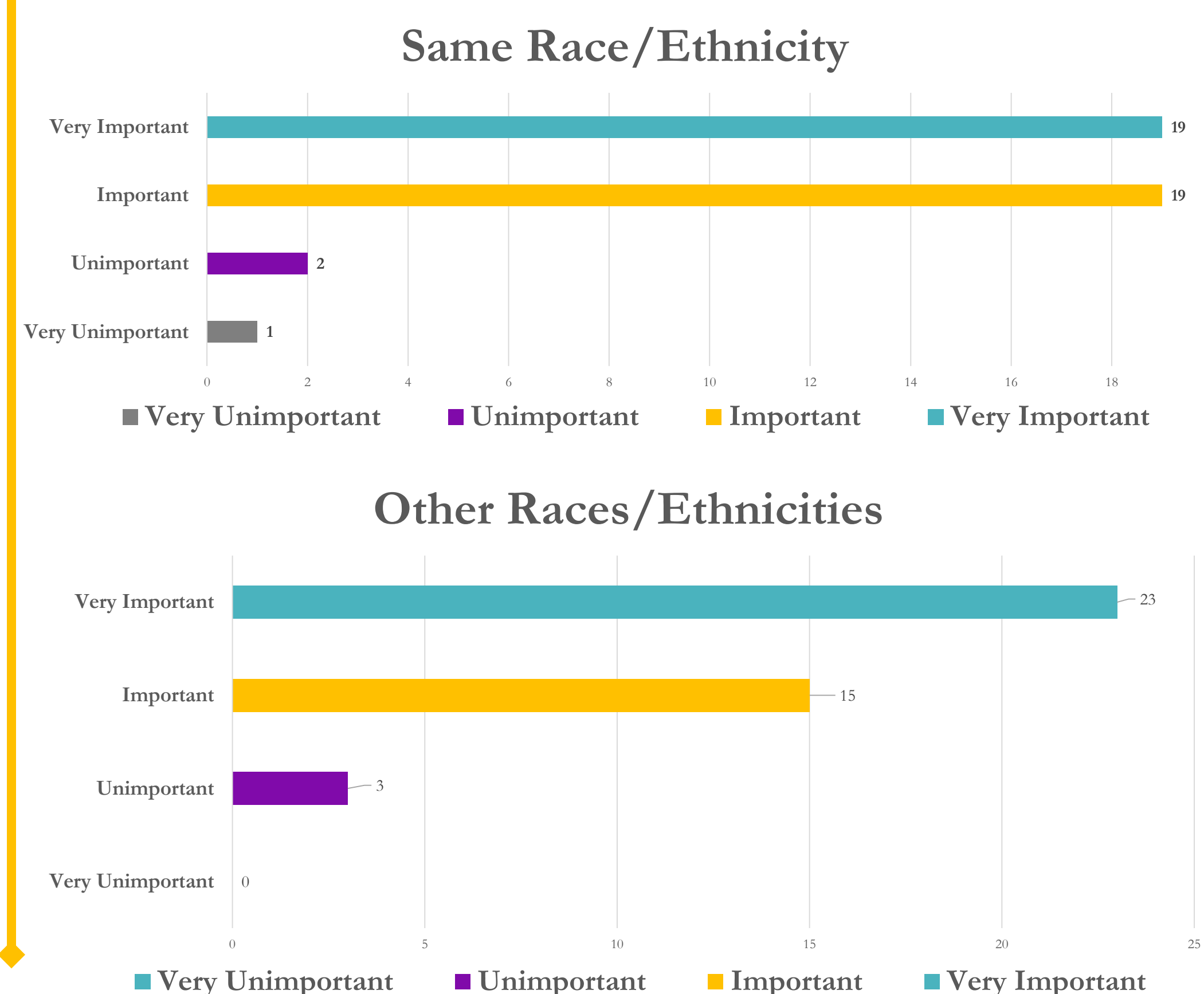
INFLUENCE SEEING OTHER STUDENTS OF COLOR HAD ON THEIR DECISION TO ATTEND UD



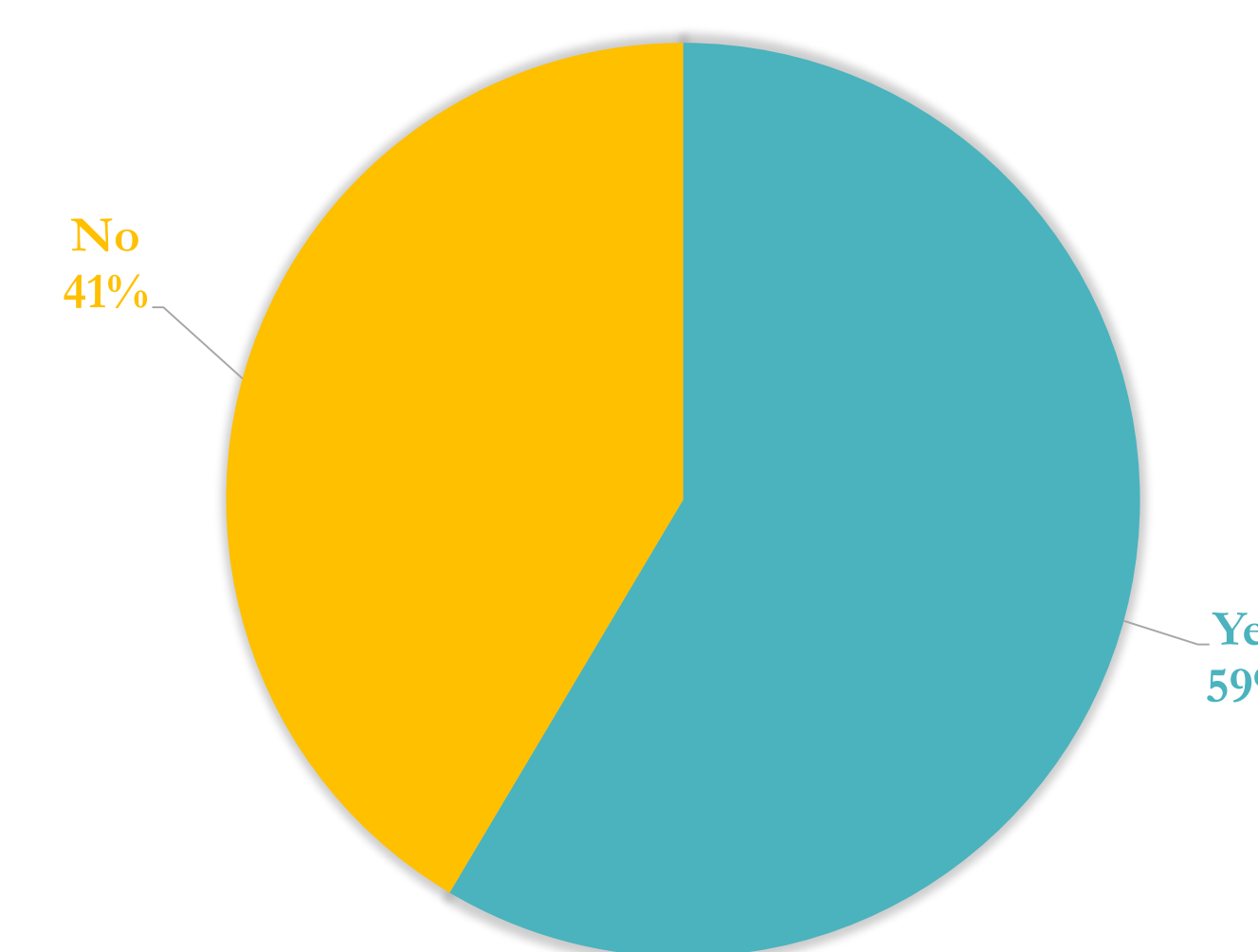
The Influence of Roles on Campus



Importance of seeing students of color



SENSE OF BELONGING AS A PROSPECTIVE STUDENT OF COLOR



References

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